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DD/P-5-1471

30 MAR 1969

Executive Registry

65-1669

MEMORANDUM FOR : Director of Central Intelligence

VIA : Deputy Director for Plans

SUBJECT : Draft NSAM on Vietnam Psychological
and Informational Activities

1. This memorandum contains a request for the approval of the Director in paragraph 4.

2. Attached is a draft NSAM provided today by Mr. Cooper with the request that comments be in by 31 March at 1700 hours. It is based upon the President's warm endorsement and approval of Director of USIA Carl Rowan's report after his recent trip to Saigon.

3. As far as this Agency is concerned, it is believed that the NSAM offers no problems except one outlined below and actually would serve a useful integrating function for these activities. It may be, however, that USIA will have difficulty staffing and effectively supervising such a broad charter in view of its comparatively limited personnel and other resources.

4. The one problem which might be posed by the attached NSAM is paragraph 3 of the draft. It is recommended that this might be revised to read as follows: "All Departments and Agencies of the United States Government are directed to support the Director, USIA, with such personnel, funds, equipment, and other assistance as may be available for this intensified effort."

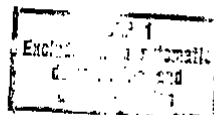
5. If the above meets the approval of the Director, it will be passed to Mr. Cooper.

/s/ William E. Colby

William E. Colby
Chief, Far East Division

Attachment

cc: DDCI

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CONCUR

The recommendation contained in
paragraph 4 is approved

(Signed) Richard Helms

31 MAR 1965

Deputy Director for Plans

Director of Central Intelligence

Memo Withdrawn

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NSAM

MEMORANDUM FOR: The Secretary of State
The Secretary of Defense
The Director, U. S. Information Agency
The Administrator, Agency for
International Development
The Director, Central Intelligence Agency

1. The President has determined that psychological and informational activities in the Vietnamese conflict shall be intensified and expanded both in South Vietnam and in third countries.
2. The President has designated the Director of the U. S. Information Agency to execute and coordinate these activities, in keeping with USIA's official responsibilities for information abroad.
3. All Departments and Agencies of the United States Government are directed to make available to the Director, USIA, such personnel, funds, equipment, and other assistance as will be required for this intensified effort.
4. The Director, USIA, will continue to advise the President, the Secretary of State, the Secretary of Defense, the Director of Central Intelligence, and others as appropriate on psychological and foreign public opinion aspects of the

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Vietnamese situation. Action addressees will continue to consult with the Director, USIA, regarding actions and public statements concerning Vietnam which may have psychological implications in Vietnam or elsewhere abroad.

5. The responsibility of the Minister-Counselor for Public Affairs, Saigon, for all psychological and informational programs in Vietnam under the direction of the U. S. Ambassador is here reaffirmed.

6. The Director, USIA, will report on progress through the National Security Council or directly to the President, as appropriate.

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ROUTING AND RECORD SHEET

SUBJECT: (Optional)

FROM:

CFE

EXTENSION

NO.

DATE

TO: (Officer designation, room number, and building)

DATE

RECEIVED

FORWARDED

OFFICER'S INITIALS

COMMENTS (Number each comment to show from whom to whom. Draw a line across column after each comment.)

1.

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